

1 5. The method of Claim 3 further comprising:
2 varying the retailer profit data among the goods sold by the retailer.

1 *A1* 6. The method of Claim 3 further comprising:
2 establishing the retailer profit data as the same for each of the goods sold by the retailer.

1 *C1* 7. The method of Claim 3 further comprising:
2 determining a retail price of the plurality of goods by using the manufacturer cost and the
3 retailer profit data for the good.

1 8. The method of Claim 1 further comprising:
2 receiving the order from either a consumer or one of the plurality of retailers.

1 *A2* 20. The method of Claim 19 further comprising:
2 establishing distributor profit data as either a percentage above the manufacturer cost or a
3 specified sum; and

1 *C1* 4. establishing retailer profit data as either a percentage above the sum of the manufacturer
5 cost and the distributor profit data, or a specified sum.

1 21. The method of Claim 20 further comprising:
2 varying distributor profit data among the goods distributed by the distributor; and
3 varying retailer profit data among the goods sold by the retailer.

1 22. The method of Claim 20 further comprising:
2 establishing distributor profit data as the same for each of the goods distributed by the
3 distributor; and

4 establishing retailer profit data as the same for each of the goods sold by the retailer.

1 23. The method of Claim 20 further comprising:

2 determining a retail price of the plurality of goods using by the manufacturer cost, the
3 distributor profit data, and the retailer profit data for the good.

1 24. The method of Claim 20 further comprising:

2 providing the goods using two or more levels of distributors but only the selected

3 distributor fills the order;

4 determining a retail price of the plurality of goods by using the manufacturer cost, the

5 distributor profit data for each of the participating distributors, and the retailer profit data for the

6 good; and

7 wherein processing a monetary transaction further comprises:

8 crediting all distributors who participated in providing the goods a sum representing their

9 portion of the total value of the order.

1 25. The method of Claim 18 further comprising:

2 receiving the order from either a consumer or one of the plurality of retailers.

1 37. The method of Claim 35 further comprising:

2 establishing distributor profit data as either a percentage above the manufacturer cost or a

3 specified sum; and

4 establishing retailer profit data as either a percentage above the sum of the manufacturer

5 cost and the distributor profit data, or a specified sum.